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Media Release



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Chief of Police

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ATTEMPT TO IDENTIFY ROBBERY SUSPECT

*****UPDATE – OCTOBER 18, 2011*****

The suspect associated with a series of Armed Robberies and Auto Theft Incidents spanning from September 25, 2011 to September 29, 2011 has been identified as **57-year old Rick Heidelberg**. To recap, Mr. Heidelberg stole a **Green 2004 Ford Explorer** on September 25, 2011, using it just hours later during the commission of an armed robbery incident at a **Little Caesar's restaurant located at 4130 North Oracle Road**. Then, on September 29, 2011, Mr. Heidelberg attempted to carjack a female victim at gunpoint in the parking lot of the **Best Buy store located at 6025 East Broadway**. After that unsuccessful carjacking attempt, Mr. Heidelberg approached another vehicle, a **Silver 2006 Ford Fusion**, in the same parking lot and successfully took it from the adult male owner at gunpoint. Minutes later, an attempted armed robbery incident occurred at the **99 Cent Store located at 515 East Grant Road**. The suspect and vehicle description from the carjacking incident were similar in description to the incident that occurred at the 99 Cent Store.

Detectives from the Robbery Unit conducted extensive follow-up investigation reference these incidents. Ultimately, the suspect was identified as Mr. Heidelberg. He was contacted and taken into custody at 6345 South Park Avenue on October 16, 2011. Mr. Heidelberg was associated with another stolen vehicle at that location as well. He was arrested and booked into the Pima County Jail on October 16, 2011. Thus far, he has been charged with **multiple counts of armed robbery, 5 counts of Kidnapping, 2 counts of Forgery, and 2 counts of Auto Theft**. Additional charges may be pending as the investigation continues. At this time, his booking photo will not be released pending the conclusion of the investigation.

Sergeant Maria Hawke – October 18, 2011

*****UPDATE – OCTOBER 7, 2011*****

On the evening of October 6, 2011, officers from the Tucson Police Department's Operations Division South located and recovered the stolen 2004 Ford Explorer. The vehicle, originally

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reported stolen a few hours before the September 25th robbery at Little Caesar's Pizza, was not occupied by the suspect at the time of the recovery. The suspect and the light blue Ford Fusion is still outstanding, and the investigation is ongoing.

The Tucson Police Department urges anyone with information about the whereabouts of the Ford Fusion, or the identity or whereabouts of the suspect to call **911** or **88-CRIME**.

Sgt. Matt Ronstadt – October 7, 2011

The Tucson Police Department is seeking public assistance with identifying a suspect believed to be responsible for a series of armed robberies, robbery attempts, and a carjacking. The suspect has struck at least four times in the past five days.

On September 25, 2011, the suspect robbed the Little Caesar's Pizza at 4130 North Oracle Road. He displayed a handgun during the incident and fled from the scene in a **green 2004 Ford Explorer** with **Arizona license plate AHL9696**. The Ford Explorer is listed as a stolen vehicle, and is still outstanding.

On September 29, 2011, the suspect attacked a 49-year old female victim as she was exiting her vehicle in the parking lot of Best Buy at 6025 East Broadway Boulevard. He attempted to steal her purse and she resisted his attempts. During the struggle, a bystander came to her assistance and the suspect abandoned his attempt to steal the purse.

The suspect then ran to another vehicle in the same parking lot and accosted the driver, this time a 22-year old male. The suspect pointed a handgun at the victim and ordered him to get out and to get his little boy out of the car too. Once the victims were out of the car, the suspect stole the vehicle, fleeing westbound on Broadway. The vehicle is described as a **light blue Ford Fusion** with **Arizona license plate APA0878**.

Approximately 20 minutes after the carjacking, the suspect entered the 99-Cent Store at 515 East
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Grant Road. Inside, he brandished a handgun and attempted to rob the clerk at gunpoint. The suspect was unable to communicate with the victim clerk due to a language barrier, grew frustrated, and left without taking any money. He was last seen fleeing the area westbound on Grant in the carjacked Ford Fusion, which is still outstanding.

The suspect is described as a **White or Hispanic male, 40-50 years of age, 5'08"-6'00" tall, 160-180 pounds, with brown hair and a receding hairline**. The below images were captured by surveillance cameras on September 25, 2011.

The Tucson Police Department urges anyone with information about the identity or whereabouts of this suspect to call **911** or **88-CRIME**.

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